GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:3631
ANSWERED ON:18.08.2005
PERFORMANCE OF AIR AND DOORDARSHAN
Gadhavi Shri Pushpdan Shambhudan

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government has recently reviewed the performance of Doordarshan and AIR network in the country in the context of growing competition from private channels;

(b) if so, the details thereof;

(c) whether any strategy has been formulated in this regard;

(d) if so, the details in this regard; and

(e) the steps taken to ensure effective coordination between AIR and DD to take on challenges of the private channels?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING & CULTURE (SHRI S. JAIPAL REDDY)

(a) to (d): Prasar Bharati has informed that the performance of DD and AIR network in the country is continuously reviewed by Prasar Bharati Board keeping in view the growing competition from private channels. However, the mandate of Prasar Bharati is that of a Public Service Broadcaster as against the commercial focus of private channels. In order to strengthen Prasar Bharati various steps have been taken as part of long term strategy which are as follows:-

(i) A Committee under the Chairmanship of Secretary of the Government of India, Ministry of Information & Broadcasting, with experts has been set up to evolve a viable financial structure for Prasar Bharati.

(ii) Prasar Bharati has constituted Policy and Executive Committees as well as Management Committee to review the performance of DD and AIR and take such policy and other decisions as are required to improve their functioning,

(iii) Prasar Bharati has also established six Marketing Divisions to improve its performance in terms of commercial earnings.

(iv) Commercial Rate Cards are being rationalized for both AIR and DD from time to time to facilitate fuller utilization of time slots available.

(v) Special attention is being paid to the requirements of Jammu and Kashmir and the North East and additional allocations being made for the purpose.

As a result of these measures the revenue earning of DD has increased to Rs 665.27 crores during 2004-05.

(e) Effective co-ordination between AIR and DD is being done through cross promotion of AIR by DD and DD by AIR of its programmes and utilization of airtime through good packaging as also by putting them together on the DTH platform of Prasar Bharati. DD Direct Plus is the only free-to-air channel in the DTH platform, which presently has 33 TV channels and 12 Radio Channels of AIR without the subscribers having to pay any recurring cost whatsoever.